

ABSTRACT OF THE DISCLOSURE

A non-fouling fishing lure having a body in or to which at least one hook is pivotally mounted but is normally concealed within or adjacent the body. The shank of the hook is adapted to be connected to a fishing line and the hook is normally engaged by a retaining clip having a portion extending from the body so that when engaged by the mouth of a fish, the clip is shifted from the hook, thereby releasing the hook to pivot outwardly of the body.